BULLETIN FROM

Virginia Kirkus' Bookshop Service 439 East 51st Street

VOL. V MAY 1, 1937 NO. 9

MUST BOOKS

Note: At the opening of the summer season, the definition of "must books" takes on something of the color of "summer reading". Partly this is due to the fact that it is essential the bookshops stock the type of books that will fill the demand for lighter reading, as well as the occasional substantial books issued during these months and important whatever the season. And partly this is due to the publishers' concentration, rightly or wrongly, on lighter material during the summer. - All this by way of indication that the selection of MUST BOOKS in this issue shows the first turning towards the summer publications. They are definitely books for that market.

May 28

Golding, Louis **THE DANCE GOES ON** Farrar & Rinehart

A good many steps up from *The Camberwell Beauty* but still far from the standard set by *Magnolia Street* and *Five Silver Daughters*. He has completely deserted his familiar settings and gone to pre-revolution Russia and the story of a dancer. Borodin of the Russian Ballet "inherits" a new born child of one of his old pupils, and determines to bring her up as exponent of the refinement of his accumulated principles of the art of the dance. As she approaches maturity, he feels he owns her and succeeds in smashing her budding romance with a somewhat leftish surgeon who has saved her brother's life. Eventually, despairing of patching up broken hearts and faiths, she pledges herself to the prince who has adored her for years. Then - at the peak of her fame comes the revolution. Her ex-lover, at last in the saddle, cannot prevent the destruction of her home nor her arrest, but closes his eyes to her ultimate escape, managed through a clever trick of her brother's. They repledge their love at the border - and she goes on to her prince, and he returns to his duty. It is an unimportant story, but well-paced and colorful, and not too much strain on the mental adroitness. Definitely tripe for rental libraries, but better written than most, and the Golding name will guarantee a certain extension beyond that border line. $2.50

June 1

Deeping, Warwick **BLIND MAN'S YEAR** Knopf

Deeping has fixed his pattern. It is a variant through characters, rather than types, through settings, through ramifications of plot, but always there is the recluse (for one reason or another) and always the outsider who crashes the gate of his (or her) privacy through sheer goodness and understanding. This time, the recluse is a famous and successful novelist, who hides from the world because of a birthmark. She does her charity in secret. She loves her garden. She has one friend with whom she is real, and a small staff who adore her. She is lonely and afraid. Into this doubtful paradise crashes an airplane, fog-bound, and the dying aviator is brought into her home, and precipitates the necessity of emerging from complete isolation in order to defeat death. On his recovery, he faces blindness, and they find their mutual dependence has blossomed into love. The year that follows gives her poise and appreciation of what she had almost missed; and gives him a start on the new life. There is the dependable blend of romance and emotional values which guarantees his sales. $2.50

June 25

Rosman, Alice Grant TRUTH TO TELL Putnam-Minton, Balch

Good Rosman, though we didn't like it quite as well as *Mother of the Bride.* Possibly because it follows too much the fairy tale pattern of the wicked grandmother, the two lost children, and the eventual reunion, and happy ending. None the less, Miss Rosman has the faculty of creating her atmosphere and characters convincingly through excellent dialogue and a good dramatic and descriptive sense. She is an adept in the field of family tales, she writes of pleasant people in pleasant places, and she is conservative without being sugary. This is the story of a brother and sister separated in babyhood, and kept apart by the grandmother who wants the girl to be ignorant of the existence of her brother and plans to condemn her to a lonely barren life in punishment for her parents' unfortunate marriage. But it all turns out well, and it is excellent hammock reading. First rate rentals and public library circulation. $2.00

TWO BOOKS FOR JOINT CONSIDERATION - *IMPORTANT ITEMS*

May 14

Alfange, Dean THE SUPREME COURT AND THE NATIONAL WILL Doubleday, Doran
The First Recipient of the Theodore Roosevelt Award

* In the rash of books on the Supreme Court and the Constitution, this book and the Burton Hendrick book (report below) stand out as sane and balanced and objective presentations of facts, offered the reader with the intention of giving him the opportunity to draw his own conclusions, and in no sense aiming to force the writer's opinion upon him. The two books complement each other admirably . This book while giving briefly and succinctly the background, history and traditions of the Supreme Court, discusses specific trends on certain issues, following them through as issues from the days of Marshall to the present, rather than presenting successive periods as separate units. Before the close, he summarizes - with a warning against dogmatic interpretation of such summarizing - the successive trends, and one sees the growth in the Court's response to public sentiment, its gradual verging away from property interests, its value as a check on overhasty legislation. One feels the Court as a cohesive force and power, human in its reflection of political and economic trends, slowest, perhaps, in reflection of social trends, but none the less an ultimate tuning fork for the nation. A brilliant book, eminently readable and - to the layman - evidently sound. Should displace some of the sensational and fiercely partisan books recently issued on the subject, for anyone who wishes a thoughtful study of the background, with only occasional concentration on the immediate issue as a part of the whole picture. Ideal companion sale with next title.
$2.50

June 3

Hendrick, Burton J. BULWARK OF THE REPUBLIC Little, Brown

** The perfect complementary volume to follow the Alfange book, reviewed above. Where that book (*The Supreme Court and the National Will*) handles sanely and objectively the place the Court has taken in the nation's growth, the trends, both horizontally and vertically, the gradual accumulation of value as a responsive instrument to public sentiment, Hendrick's book approaches the Constitution and the Court as human entities, evolved from and through the men who created the instrument and its interpretation. Hendrick poses no question, he makes no attempt to present a thesis of his own beliefs, one knows not at the close what single point of view he represents. He brings to life the men who built the Constitution. He

takes one into their way of life and thought, the social and economic and political problems that gave rise to the successive steps in the building of the Constitution and subsequent changes and interpretations. He traces the storms that raged around the issues that necessitated new interpretation and alterations. He makes no bones of his belief that the Court was indubitably planned to pass upon the laws made by Congress, but shows how in the main it has stood for progress and kept itself elastic, recognizing mistakes and rectifying them, when need arises. He traces the great figures and the great issues - the human frailties and partisanship and bias - the halting in keeping abreast of social problems - the close intertwining of the history of the Court with the whole political and economic history of the country. From the human interest point of view, the book recalls Preston's *Revolution of 1776*. It is an achievement to present profound subject matter with so human a touch that it stands a good chance of overleaping the barriers of a surfeit of books on the subject and the danger of excessive partisanship, and of coming through to best sellerdom. The fact that the author avoids the direct issue of the moment is, perhaps, a disappointment at first; afterwards one realizes that what he has succeeded in doing is to give the reader the groundwork for his own clearer thinking, greater confidence, and longer view. It's a grand job. June selection for Book-of-the-Month. $3.50

Plus Sales For May - A Few Good Bets In The Bag

Lay the groundwork for the announcement of the Pulitzer Prize books on May 3rd. Tie up with the National Booksellers' Awards. Give special display space to the winners in the Herald-Tribune Children's Book Festival. It seems to be a "prize month" which should be all to the good in a month of slim publishing prospects....Among new books reported below, watch particularly a dark horse possibility in *Perilous Sanctuary* by D. J. Hall (Macmillan); a new P. J. Wodehouse, *The Crime Wave at Blandings* (D. D.); *Bothwell and Mary Queen of Scots* by R. Gore-Brown (D. D.). *Sky Storming Yankee* by by C. Studer (Stackpole) and *Crimefile Number 2* (Morrow)

PROBLEMATICAL BOOKS - *Fiction*

May 11

Colum, Padraic LEGENDS OF HAWAII Yale

Contains a selection of the best stories in his earlier books, *At The Gateways of the Day* and *The Bright Islands* and a few new stories. Folk lore material available for the most part in technical collections and scattered volumes, retold by a poet - legends of gods and goddesses, of mere mortals, of legendary Hawaii, of strange exploits. Colorful contribution to world's folk lore. Interest primarily for those concerned in the subject, with plus sale for juveniles, somewhat curtailed by difficulty of Hawaiian names. Illustrated by Donald Forrer. $2.50

May 21

Carroll, Eleanor Elliott STORMY PETREL Penn

The impetuous younger daughter of an artistocratic southern family plays fast and loose with the newly arrived bounder in the neighborhood. Her grandfather and her sister plot to smash the romance - and succeed. On the rebound she marries Old Faithful - and the last hundred pages are needed to unsnarl the mess when he discovers the role in which he is cast. But all comes right in the end. A fragrance of familiar sweetness - but readable enough for a stray hour or so. $2.00

May 21

Dauli, Gian THE WHEEL TURNS Putnam-Minton, Balch

A vigorous and occasionally raw novel in autobiographical form, translated from the Italian, and tracing the career of a middle class Italian from childhood, through adolescent love affairs and desultory jobs, to the gutter. As a lad he meets Sofia, is initiated into sex life with her, leaves her when she becomes pregnant and eventually comes back to her, only to leave her again. The story is the least part. The text teems with family anecdotes, Rabelasian, tragic, full-blooded and vital. A philosophical undercurrent - indicated in the title - in the end predominates. The book is a broad-canvassed picture of a level of Italian society, typical perhaps of the descent of that class in pre-war years, The author writes well, is adept at vivifying people, swarmy noisy vital Italians, some of his soberer commentary on life is acute. Crude at times - normal - frank. Not for your conservatives. $2.75

Ferguson, Blanche Smith LILY OF THE FIELD - Fall Penn

Cardboard situation - a story of a charming southern family subsisting on borrowed money and their name, with stock in trade a beautiful daughter and weakling son. A wealthy bachelor of 30 is the mainstay of the family, and Pam sets her cap for him and then spoils her plan by falling in love with a penniless doctor. Her brother settles the matter by his gambling debts, and she almost goes through with her marriage, But the family is rescued in time and she marries her doctor. Stock pattern, plenty of action, dialogue a bit lush. Alluring background of wealth and sophistication. Good rental library drip. $2.00

June 1

Jacob, Naomi TIME PIECE Macmillan

Solid novel covering the span from Victorian England until after the war. Quiet pace, picture of iron woman character against Yorkshire and London background, - a woman in business ahead of her time, bitterly scarred by an incestuous love tragedy but building her own life out of the ruins, and making a huge success out of her father-in-law's wine business. Once again, skillful handling of Jewish characters. $2.50

June 3

Jeter, Goetze THE STRIKERS Stokes

A story cross sectioning the lives of factory workers on strike. Probably set in a southern town, though the town is not identifiable. Shifting pictures of behind the scene in the lives of the men, whose gesture towards defiance is stalemated by the employers closing down the plant and departing. Too much on the sentimental side to class with usual proletarian literature, and in the main against the strike makers. More human interest than propaganda. Recalls in tempo, Leane Zugsmith's *A Time To Remember*, which told the story of a department store strike.

$2.50

June 4

Holton, Edith Austin FEATHERED WATER Penn

Not too good - this story of the young saw-bones who comes back to his home town on the Cape to take over the country doctor's practice for the summer. His former playmate, Eunice, is the nurse, and they become engaged, only to run amook on the interference of the younger sister. But eventually all works out well. Stereotyped but livened by plush local color, eccentric fisher folk, occasional emergency cases to give freshness to the tale. Rental library. $2.00

June 7

Wheatley, Vera NO STEPPINGBACKWARD Dutton

Same characters and setting as *Saturday at Hazeldines* but not dependant on that for interest. Wider appeal in fact that concentration is not, this time, on the garden interest, but in the woman problem. Gerda is 19, imaginative, unworldly, impetuous - and she marries the first boy she has known, a smug dullard who denies her everything she cares for. She becomes involved with her publisher, loses him, and with her husband's death is left to pick up the pieces. Adept handling - more finish, though less charm, than the earlier book. Warmth, sympathy, intelligence in handling characters and motive. Good chance for sales and upper rental bracket. $2.00

June 10

Whitney, Parkhurst NOT TONIGHT Farrar & Rinehart

The blurb calls it "a gay and raffish tale" but we're inclined to place it definitely on the raffish side. The ins and outs of a roadhouse supplies the action, with the characters including a youth who is running away from reality and is persuaded by the young woman proprietor to stay, the gangsters, ex-bootleggers, tarts, employees. As a finale a marathon automobile driver stages a six-day marathon around the hotel. Fuchs on a small and quiet scale - less crude, less bitter, but unpleasant reminiscent. For that market, this may seem humorous. The telling is adequate - but we just don't like the type. $2.50

June 14

Carroll, A. P. THE MOON AND THE WIND Lee Furman-Green Circle

Two who seek escape find the solution in a trailer. Green has an unwanted wife, an unfinished symphony, and an urge to fish, so buys a trailer, and en route discovers a stowaway, an ultra-glorious and glorified movie star escaping an unwanted husband and a manager who wants her to play in a fishing story - and she can't abide fish. The team works out well, he thinking she has committed a crime, but the police catch up with them and it all turns lurid and glamorous. Pretty cheap rental tripe - reads like a Photoplay serial. $2.00

June ~~15~~ 22

Hall, D. J. PERILOUS SANCTUARY Macmillan

A fairly unusual yarn, combining good adventure and analysis that cuts below the surface. The story of a misfit, an Englishman, fleeing the accident of a

murder, to the New Mexico desert, where he is rescued by a potentate of a small Penitente village. His host knows his identity, but plays cat and mouse with him, keeping him virtual prisoner during the Lenten season. He finds solace in the wife of a Mexican victim of the rites. At the close, he discovers a new slant on life, faith and love to hold on to. The Penitente sacraments are played up dramatically. Good adventure - skillfully written - unique setting. Author wrote, several years ago, a delightful adventure travel book, *Enchanted Sand*, again a New Mexican setting.
$2.50

June 25

Wodehouse, P. G. THE CRIME WAVE AT BLANDINGS Doubleday, Doran

Long short stories that aren't up to the best Wodehouse standard, but none the less enable one to meet again some old friends and friendly enemies, - Lord Emsworth, Rupert Baxter, Mr. Mulliner, Stanley Fetherstonebaugh Ukridge, etc. An air gun, a mustache, gambling, amateur night, a medical enigma all play their part in an affair of the heart, worn a little thin, - and love drives Wodehousian lads to strange solutions and into stranger situations. Pick up for bedside reading - little more. S.E.P.
$2.00

Books Received Too Late For Report In April Bulletin

Published

Renn, Ludwig DEATH WITHOUT BATTLE Dodd, Mead

A political tract in thinly veiled novel form, showing up the confusion of thought and principle and ideal, as Nazi and Communist try each to convert the other. Cruelty and insanity and perversions - prison and concentration camp - vendettas - the purge - the Reichstag fire and trial - dramatized through the cross sectioning of the lives of certain underdogs in and out of the party. One of the most unpleasantly detailed and sordid accounts of the filth of early Nazi days. Would have more meaning if not handled as fiction.
$2.00

May 7

Kirkham, Stanton Davis THE PEARL SHIP Putnam

Pass up - as confused and stupid a piece of adventure mystery tripe as I've run across for some time. A round-the-world cruise, with over-rich women vying with each other in the extravagance of the jewelry and their purchases, a man posing as a jewel expert and actually selling them out to a gang, an unhappy wife whose husband dies in a shipwreck at the close, a bachelor in love with her, etc. etc.
$2.00

MYSTERIES, WESTERNS AND THRILLERS

June 2

Mann, E. B. COMANCHE KID Morrow

"Good average Western. Dallas Spain is seeking his father - or his father's murderer, and finds plenty of action awaiting him. Eventually clears his father's name, rids the country of a masked rider, and wins out in a love affair." Reprinted from September 1st bulletin.
$2.00

June 7

Swiggett, Howard THE CORPSE IN THE DERBY HAT Little, Brown

Historian-detective Garrett Maynard, who lives in a lighthouse, is called in to solve the death of hard drinking Embree and free from suspicion, Embree's wife and her lover. He works on the theory of letting people talk too much, and finally pins the crime where it belongs....Demands close concentration. $2.00

Connington, J. J. A MINOR OPERATION Little, Brown

English detective story - quiet - restraining itself to one murder and the whole resolving on the meticulous following up of a few clues, and a good bit of chat. A man, just released for imprisonment for embezzlement, is found dead and his wife has disappeared, leaving the suspicion pointing to her brother. Just a clue here and there - all given the reader and none far-fetched. Quiet, pleasant, not a hair-raiser. For those who like English mysteries. $2.00

June 15

Ermine, Will BARBED-WIRE EMPIRE Lee Furman-Green Circle

Not too good, though an original idea. The story of a fight of a ranch owner to defy the government condemnation of a stretch of land for railroad right of way. His death stalls the fight, and his foreman carries on until he falls in love with the daughter of the opposition leader. Then love finds a way. $2.00

June 21

Rhode, John DEATH SITS ON THE BOARD Dodd, Mead

Dr. Priestley, from afar, directs the energies of Superintendent Hanslet and Inspector Waghorn in unravelling the strange deaths that overtake the directors of a mammoth hardware company. Five deaths and the Scotland Yard men despair of bringing their criminal to justice, through lack of evidence and proof. Guessable but the Priestley fans will like it. $2.00

June 28

Frome, David MR. PINKERTON AND INSPECTOR BULL Farrar & Rinehart

A Scotland Yard omnibus volume, containing *The Man from Scotland Yard*, *Mr. Pinkerton Goes to Scotland Yard*, and *Mr. Pinkerton Finds a Body*. $2.00

May 12

Reilly, Helen CRIMEFILE NUMBER 2 Morrow

*** *Crimefile Number 1* was a stunt book that went over with a bang. Its successor has already built up a tremendous advance and is to be called *File on Rufus Ray*. It will have all sorts of clues - packets of face powder, tiny pearl buttons, cigar ash - by way of alibi for not having anything to show in advance. May 3rd is first date of available material - but Polly Street swears it's a swell job, and when she says a thing is good, it usually is. Anyhow - get your order on the wires - now. $2.00

PROBLEMATICAL BOOKS - *Non Fiction*

LATE COMERS

Dennis, Geoffrey CORONATION COMMENTARY Dodd, Mead

Probably one of the most discussed books of the moment, for one reason only, - the proposed suit of the Duke of Windsor against the English publishers. It seems unfortunate that publicity of the kind will unquestionably give prominence and undue importancd to a cheap and shoddy book, in the main friendly in spirit to the Duke, but with some smart-alec phrases that have evidently rubbed him the wrong way, and some unveiled insults to Mrs. Simpson, who is never mentioned by name. The book is a survey of the power of the throne and the crown in England, a discussion of the present reigning family, and brief biographical data about its members. Most of the book was written before the abdication, and is definitely sympathetic - though reference to hidden and adverse commentary is made. Unlike Bolitho, the author does not right about face and attack Edward. His sympathy is still with him - but he ventures to be more flippant about the whole situation than he would have been otherwise. An unimportant book, carelessly written - but now assured sales and rentals. $2.00

Fraser, Mowat G. THE COLLEGE OF THE FUTURE Columbia University

Not, as I had hoped, a survey of American higher education for the layman seeking a basis of surer understanding of the situation, but a philosophical and highly specialized appraisal of fundamental plans and trends, with little specific analysis of individual colleges and universities, except in so far as some aspect or other points up his thesis. A book for college officials, for large public libraries, for educational theorists and students. But not for the man in the street who wants to decide where to enter his son or daughter. $3.75

Sitwell, Edith SELECTED POEMS Houghton, Mifflin

A revised edition containing the original material and two new poems, and in addition an introductory essay in defense and explanation of her poetry. She calls it "the most misunderstood poetry of our time" - and one is inclined to agree. Her defense is fairly obvious - new forms always meet opposition, obscurity and artificiality are a matter of the eyes with which one sees. She renders her impressions through images piercing the essence. The main part of her introduction is a technical line by line analysis of moot points, notes for poets primarily. In spite of which, to us her work remains obscure! $3.00

Crowell, Grace Noll THIS GOLDEN SUMMIT Harper

Many short verses, varying in metrical pattern but on conventional lines, devoted to everyday things, rain and sun, flowers, birds, singing kettle on the hearth, on down the line of banality. Good bourgeois morality and optimistic vein. The material has appeared in women's magazines - "little songs that go straight to the hearts of her readers, who find in them encouragement and hope." -'Nough said. $1.50

THE HOUSE OF WINDSOR Dutton

A collection of pencilled portraits, with a certain charm but not much force. Every member of the immediate family circle, down to the third generation, is included. Introduction by The Marchioness of Aberdeen and Temair. Another "Coronation Item." $2.00

May 1

Darling, J. N. (Ding) THE CRUISE OF THE BOUNCING BETSY Stokes

The record, quietly humorous, lightly informative, of the author's original trailer trip from Des Moines to Florida, from mid-winter to summer, from complete ignorance of trailers and their ways, to understanding and appreciation of their virtues and drawbacks. Six days on the road, experiences with people, places, roads. Not a how-to-do or where to go, but with *Folding Bedouins* a good companion volume to any one of the fact books now deluging the market. Syndicated with its amusing illustrations by the Herald-Tribune. A plus sale item for anyone contemplating ownership of a trailer or already a convert. $1.00

Wilkinson, Walter PUPPETS THROUGH LANCASHIRE Stokes

The author is the premier puppeteer of England and tells of his experiences taking his puppet show through Lancashire, from Edale up the West Coast to Kendal, through pouring rain which eventually terminated the trip. Experiences with landlords, with audiences, with traffic problems. He revelled in what freedom the open road afforded and gives glowing accounts of the things that enchant him. A successor to *Puppets in Yorkshire, A Sussex Peepshow,* etc. More of travel in out-of-the-way places than of puppets. Pleasant leisure reading. $2.00

May 3

Bernstein, Martin AN INTRODUCTION TO MUSIC Prentice Hall

Another "aid to listening" covering somewhat more ground than the *Book of the Symphony* by Haggin (P. 144). Explanation of musical tones, instruments, rhythm and melody, harmony, form, brief biographies of musicians, commentaries on their work, detailed descriptions of characteristic passages, From Bach to Sibelius to Debussy - and a short chapter on modern trends. All types of music included. A good addition to musical appreciation. Index and reading lists. $4.00

Antheil, George EVERY MAN HIS OWN DETECTIVE Stackpole

The author has done a series of articles on glandular natures in Esquire and here elaborates his theories to describe criminal types, recognizable through effect of glandular excess or lack. Makes entertaining reading, but one questions its soundness. Good game suggestion in drawing description of criminal from type of crime and various newspaper details. Breezily written, should prove of some interest to your serious mystery readers. A good deal of case evidence. $1.50

Studer, Clara SKY STORMING YANKEE Stackpole
The Story of Glenn Curtis

* The story of a natural genius - a bicycle salesman and racer from Hammondsport, New York - a man with little education and less knowledge of scientific theory who held the title for ten years of "fastest human on earth". He became the leading motor expert in the country and through Alexander Graham Bell joined the group that made the first public flight. He led the American parade in perfecting the airplane, and distinguished himself over many years in his contributions to aeronautics, The war put a stop to his activities, but his heart remained in the field until his death at 52. Through the biography runs the bitter feud with the Wright Brothers, the patent suits, the stories of men who worked with him - some tragic - some gay - all absorbing. Well done - throughly interesting - though unrelievedly enthusiastic. $3.00

May 4

Grierson, Sir Herbert J. C. MILTON AND WORDSWORTH Macmillan
Poets and Prophets

Not limited as sharply as the title would indicate. Brief bits of autobiography as well as other aspects regarding their works are included. Milton's prose as well as his poetry considered. Grierson's name is a standard one for college reference shelves - a scholar of amazing erudition, clear insight, deep feeling. Here he discusses Milton and Wordsworth primarily as prophets, interpreting prophecy to mean interaction of feeling and reason. Only the last chapter deals with Wordsworth. Rich in quotation, many references to other men and their works - a brief chapter on the Hebrew prophets - all in all a rewarding piece of work, for the student of literature. Sale primarily schools, colleges and libraries. $2.50

May 4

Rasmussen, Steen Eiler LONDON: *The Unique City* Macmillan

A Danish architect who seems to "have London in his bones" as the introduction says. He succeeds admirably in his purpose - to show the history and development of London as evidence of the English character. An interesting searching into London's unique character, through her history, her customs, her people. He goes thoroughly into domestic architecture, the doubtful tendencids of modern building, praising and blaming with sound understanding and vision. Of interest to any who love London - to architects and city housing experts. No index, but thoroughly illustrated. $4.00

Lumpkin, Katharine DuPre & Douglas, Dorothy Wolff CHILD WORKERS IN AMERICA McBride

A thoroughgoing account of child labor in America - fields where child labor exists, an examination of legislation to date, the mentality of child workers and the prospect for control indicating a need for strongly consolidated movement of wage earners, farmers and salaried middle classes with a platform framed to protect and raise standards of living in these groups. Timely. Market, those interested in social problems, civic groups, clubs...politicians. An answer to those defending the system. $3.50

May 6

Williams, Albert Rhys THE SOVIETS Harcourt, Brace

Somehow this book seems to me to clear the air of many misconceptions and half facts regarding what is actually happening in Soviet Russia, how the people live, how the system is functioning. Rhys Williams knows whereof he speaks - his angle on the subject is sympathetic though he is not blind to the shortcomings, the failures, but feels they are simply passing phases, and that the progress in the right direction has been astounding. He does not attempt to go into the theories back of the system, he simply shows it working. Various aspects are treated as answers to posed questions:- government, party, nations, economic life, social life, foreign relations. A glance at the full table of contents will give your customers the understanding of the scope of the book. Good reading--serious, but lightened by human interest material. May selection of the Book Union. $3.00

Announcing for May 10

Lyndon, Barre THE AMAZING DR. CLITTERHOUSE Random House

Broadway success in book form. $2.00

May 12

Hadfield, Miles, editor THE GARDENER'S COMPANION Dutton

Not only a garden book, so included here in case it might be overlooked. A unique book, with a little bit of everything and stray bits of information it would be hard to locate elsewhere. What is the history or fact or story back of this vegetable or that; what the origin of names; what started certain fashions in gardening; who first thought of a rock garden, etc. etc. Each section is contributed by a different person, expert in one field or another. The largest section is an anthology of thoughts and poems and suggestions connected closely or remotely with plants and gardens and kindred subjects. The essential flavor of the book is English, but that simply increases its charm. The weekend calendar is hardly applicable, for the seasons vary too markedly. Otherwise the book is suggestive and stimulating and delightful. $2.00

May 17

Morris, Constance Lily MARIA THERESA Knopf

* The great empress of Austria was almost a prototype of England's Victoria, and during her reign, the turbulence of Europe left her virtually unscathed. The beginning of trouble with Prussia had its roots then in her losing battle with Frederick the Great, who was continually nibbling at her borders. Her daughters were pawns in the royal game, with Marie Antoinette the most conspicuous sacrifice. Maria Theresa's own childhood fitted her in no way for the throne; she came to it untrained, unequipped; her husband was a shadow man; she was plunged into the dog fight of Europe to the hilt. But she came through, beloved of her people, and left behind her a Vienna, the center of cultural Europe. The book is delightfully written, a skillful compromise between the popular vein and the scholarly, with the latter predominating, but not dulling the sparkle. Enough of court gossip to give it savor. Should be popular with those who enjoyed *Marie Antoinette, Catherine the Great* and others of the type. $3.50

May 18

Zaimi, Nexhmie DAUGHTER OF THE EAGLE Ives Washburn

Informal autobiography, written by a student at Wellesley, and telling the story of an Albanian girl brought up in the strict traditions of her people. Day by day happenings, an interesting and colorful account of her people, their customs, rites, superstitions and legends. The wedding of her sister - the war with Italy - the death of her parents which released her from the custom of child marriage and gave her the chance to break away from the rigorous laws that bound her and come to America. No special distinction in the telling - but it is quaint, simple, personal and unusual in content - a shrewd view of the conflict between old and new. Chance for a plus sale with older girls. $2.50

~~May 24~~ ~~June 7~~ June 14

Brady, Robert A. THE SPIRIT AND STRUCTURE OF GERMAN FASCISM Viking

A practical supplement to Hamilton Fish Armstrong's book, *We or They?* This combines the theory and the spirit of fascism in relation to democracy. Traces the growth of the Nazi party, states the objectives, indicates the hold on the people. Then takes in detail every phase of activity in Germany, regimentation, pyramided control. Ends with a chapter showing the menace and how it operates here through business monopolies. It is tough going, with detailed exposition, statistics, charts,

factual substantiation from German contemporary sources - but for all that interesting reading and essential for serious study of the subject. A definite contribution.
$3.00

Early June

Kimball, Winfield A. & Larned, W. Livingston — THE TRAILER FOR PLEASURE AND BUSINESS — Whittlesey

This adds something the other books on trailers have not done - it gives concrete ways in which to make the trailer pay for itself in selling and rendering service. Includes the usual factual material about types of trailers, advice on travel, suggestions for trips, tips on comfort, necessities and luxuries, life in camp. Very enthusiastic and a definite how-to-do-it for trailer purchasers. $2.50

Skinner, Richard Dana — SEVEN KINDS OF INFLATION *And What To Do About Them* — Whittlesey

An anlysis of the cross currents of opinion as to inflation and deflation - contradictions in terms - and a boiling down the situation during the past years to a struggle between conflicting principles of ownership capitalism and creditorship capitalism. Actually, he claims, we reached our greatest inflation in 1932 and since then have followed a course of deflation that has rescued private ownership from collapse. These have, to be sure, been years of bond price inflation, of rising equity values, of mildly rising price level, but they have also been years of declining creditor dominance, declining debt claims compared with wealth, declining interest charges compared with national income. Changes in the debt structure underlie the waves that carry us from boom to panic and back again. As a solution he proposes a system of "Equity Finance banks" which would ultimately increase the money supply while it helps augment the inflationary trend, thus providing an automatic stabilizer. Challenging and controversial and definitely timely. Should interest bankers and laymen as well.
$2.~~00~~
2.50

June 3

Forster, Lancelot — THE NEW CULTURE IN CHINA — Stokes

The professor of education in the University of Hong Kong analyzes the problems facing China in the breakdown of the slavery to the old and static culture, and the antagonism to the Western brand at the same time that they are attempting to absorb it. He shows why it is essential that with the new methods, the value of the old culture should be preserved and not discarded, and why it is inherent in the Chinese character. A philosophical approach, not concrete enough to have wide appeal.
$2.50

Hersey, Harold Brainard — PULPWOOD EDITOR — Stokes

The subtitle reads "The fabulous world of the thriller magazines revealed by a veteran editor and publisher." This is an informal account of the inside picture taking a magazine from its inception through its launching, serials and short stories, departments, advertising, distribution, etc. Then follows a series of chats about authors he has known, ups and downs in the shilling shocker realm, discussion of types of pulp sheets, and a few practical dos and donts. Casually written in the lingo of his profession, but convincing. He knows the sucker public - he does not fool himself. Will interest those of the readers who like to look behind the curtain - and the vast range of aspiring writers who aim to make the pulps. Beyond that - limited interest.
$3.00

~~June 3~~ august 5.

Robertson, Helen MERRY MIXER COOK BOOK Stokes
Successful Methods and Recipes for Beginners

Here's a cookbook that grew out of a newspaper column designed for young people, but the interest revealed by older people who were thrust into the intricacies of cooking without backgrounds, indicated a wider market. So - sell it as a cooking primer. No attempt to offer original or unusual dishes, or unique menus, but straight-forward facts about simple cooking, and the basic information at each step of the game. Even a seasoned cook will find her "guesses" checked up by accurate statements of fact and method. Plus sale for older girls. Index. $2.50

Wilson, Margery THE NEW ETIQUETTE Stokes
The Modern Code of Social Behavior

A sure seller - a sort of Emily Post for the moderate income group. (Perhaps Miss Wilson, whose clientele in her school of charm probably contains some of the arbiters of the upper crust social activities, may resent the suggestion - but here's where such a book is needed and here where I think this one belongs.) The whole gamut of social problems (from the etiquette angle) is covered, and many concrete suggestions are included along with the theory, for such important things as the sort of food to serve at all sorts of functions, from the maidless emergency meal, to elaborate wedding breakfasts. Done with a light touch, some humor, an appreciation of the awkwardness of not knowing what to do, how to do it, what to wear, where to wear it, how to be a hostess and how to be a guest, how to stay at home and how to travel, and etiquette from bibs to funerals. Modern enough and elastic enough to fit east and west, north and south, city and small town, and smart enough not to patronize. Illustrated. $3.50

June 4

Buck, Paul H. THE ROAD TO REUNION Little, Brown

A careful and thoughtful study of the forces at work at the close of the Civil War which tended to keep the breach wide open, to intensify the antagonism between North and South, to split Republican and Democratic parties on a sectional basis. Every factor played into the hands of the North. The women of the South were bitter and hurt. They had nothing but the black side of the war. The men were ready to bury the hatchet and start fresh. But the Washington politicians, after Lincoln's death, the attitude toward Davis and Lee, the carpetbaggers, the boosting of the Negro, all served to widen the gap. The North had their first chance to take the lead and they intended to make the most of it. Gradually, other factors crept in. The Southern writers little by little resold the South to the North. The patriotic organizations - the Blue and the Grey - did their share. The election of a Democratic president accomplished a great step forward. And finally the Spanish-American War virtually obliterated the line and cemented the nation. A book of somewhat limited value to students of the period. $3.25

June 7

Laughlin, Clara E. SO YOU'RE GOING TO SCANDINAVIA Houghton, Mifflin

The one completely dependable travel guide. She tells you where to go and why, what to do between "oughts", places to stay, places to eat and what to eat, and the odd little out of the way things to see and do that give color to a trip. A book of this type has been badly needed on those newly popular summer haunts - the North Cape - Norway, Sweden, Denmark, Finland. Accurate, typical Clara Laughlin, enough on the light side to carry the solid information. Should be a standard item. $3.00

June 8

Rainsford, W. Kerr THE MAID OF ORLEANS Macmillan

A narrative poem is a hurdle - and a subject squeezed dry through the years is another. This author lacks the inventive power and imaginative treatment that would be needed to compass both. The story is self-evident; the highlights, from the dreams to the stake, are inferior in handling. Alternating blank verse and rhymed stanzas. Overladen with cliches - vocabulary pedestrian - characterization negligible. Pass it up. $1.75

June 16

Gosta of Geijerstam NORTHERN SUMMER Dutton

* This is a book that it would be fun to sell to that special customer looking for something different, particularly one that likes to escape the obvious in the summer. There is a rare charm and humor to this account of a summer in a new home in the country on an island in a Norwegian fjord where the author, five children and his wife, farm, hay, fish and are treated as visitors by their caretaker, Marthe. The cows, the pigs, the cat, the callers - a birthday party for one of the boys - the stories they tell the children - finally the reluctant return to the mainland and winter. A refreshing book, admirably translated by Joran Birkeland. Plus sale chance. $1.50

Opdyke, John B. TAKE A LETTER PLEASE! Funk & Wagnalls

Subtitled "A cyclopedia of business and social correspondence" which places it. A compendium almost too voluminous for the text book field of the secretarial schools. First part devoted to social correspondence - the method of instruction throughout by example. In this opening section, grand old letters of the English classics come into their heritage, letters of apology, condolence, congratulation, counsel, solicitation, etc. The second part is more practical. Dos and donts, cliches, tone of letter, phraseology, grammatical precepts, sentence structure, and so on. This is followed by examples of every type of business letter, from invoices to letters of credit, application of jobs, salesmanship, etc. Whether an announcement of a divorce or a bill of collection, the field is accounted for. Undeniably thorough and sound, but it's a tall order for quick consumption, and should be used used as a reference book rather than a text. $2.50

June 25

Gore-Browne, Robert LORD BOTHWELL AND MARY QUEEN OF SCOTS Doubleday, Doran

Not a biography likely to get wide popular sale. It has the almost certain glamour the name of Mary, Queen of Scots, invokes. But in handling, it is the thesis sort of biography, the author is determined to prove Mary's lack of complicity in the murder of her husband - and Bothwell's loyalty but gradual growth of overweening ambition, and desire to shield himself from the results of his own involvement. He succeeds on both scores - he produces circumstantial evidence, a fresh interpretation of the much discussed Casket Letters, and proves, conclusively, that they were written by Bothwell's Norwegian mistress. His devious emotional route contrasts sharply with his devotion to the cause of his Queen. The biographer traces in detail the complexity of political and religious moves that caused Mary's downfall. He follows Bothwell's personal life and his close connection with every facet of the court, now in, now out, of favor, and gives him reality while destroying his heroic stature. Not inspiring reading - too closely documented for easy reading - but interesting as a new facet on the old story. Illustrated. $4.00

PLEASE NOTE THESE CHANGES IN TITLE, DATE AND PRICE

		Page
Moulton, F.R. - Ed.	- THE WORLD AND MAN (Doubleday, Doran) from 5/14 to 5/28	51
Cannon, Le G.	- A MIGHTY FORTRESS (Farrar & Rinehart) from 6/14 to 5/24	140
Jarregt, C.	- I ASKED NO OTHER THING (Farrar & Rinehart) from 5/17 to 6/21	139
Casson, S.	- PROGRESS AND CATASTROPHE (Harper) from 5/5 to 5/12	148
Grey, Zane	- WEST OF THE PECOS (Harper) from 5/19 to 5/12	92
Linton, M. A.	- LIFE INSURANCE SPEAKS FOR ITSELF (Harper) from 4/20 to 5/12	146
Shepardson & Scroggs	- THE UNITED STATES IN WORLD AFFAIRS IN 1936 (Harper) from 5/19 to 5/12	79
Weygandt, C.	- NEW HAMPSHIRE NEIGHBORS (Henry Holt) from 5/15 to 5/27	149
Bradley, A.	- THE ALICE BRADLEY MENU-COOK-BOOK (Macmillan) from 5/11 to 5/25	149
Robertson, E. A.	- THAMES PORTRAIT (Macmillan) from 5/18 to 6/1	116
Asch, N.	- THE ROAD (Norton) Definite date 5/21	96
Cowley, M. - editor	- AFTER THE GENTEEL TRADITION (Norton) from 5/6 to 5/17	148
Hart, A.	- IN THE LIVES OF MEN (Norton) from 4/29 to 5/3	138
Horton, P.	- HART CRANE (Norton) from 5/6 to 5/14	148
McFarland, R.	- THE MASTS OF GLOUCESTER (Norton) from 5/21 to 5/7	118
Stewart, M. S.	- SOCIAL SECURITY (Norton) Definite date 5/3	147
Boucher, A.	- THE CASE OF THE SEVEN OF CALVARY (Simon & Schuster) from 5/15 to Fall	143
Duranty, W.	- I WRITE AS I PLEASE (Simon & Schuster) New edition postponed indefinitely from May	83

THE NEW YORK OFFICE CALENDAR - MAY 15th TO MAY 31st

May 17	- Feuchtwanger, L. - THE PRETENDER (Viking)	162
	- Gulbranssen, T. - THE WIND FROM THE MOUNTAINS (Putnam)	161
	- Morris, C. L. - MARIA THERESA (Knopf)	189
May 18	- Wells, L. - BLOOD ON THE MOON (Houghton, Mifflin)	118
May 19	- Yenni, J. T. - NEVER SAY GOODBUYE (Reynal & Hitchcock)	139
May 21	- Clive, Robert - ELEVENTH HOUR (Norton)	112
	- Lewis, H. C. - GENTLEMAN OVERBOARD (Viking)	140
	- Roe, Wellington - THE TREE FALLS SOUTH (Putnam)	136
May 24	- Cannon, LeGrand - A MIGHTY FORTRESS (Farrar & Rinehart)	140
May 28	- Golding L. - THE DANCE GOES ON (Farrar & Rinehart)	179
	- Horan, K. - REMEMBER THE DAY (Doubleday, Doran)	96
	- Kendrick, B. - THE LAST EXPRESS (Doubleday, Doran)	92
	- Peck, A. M. - THE AMERICAN FRONTIER (Doubleday, Doran)	80
	- Rascoe, Burton - BEFORE I FORGET (Doubleday, Doran) Co-choice with KING EDWARD VIII of Literary Guild for June	171

Please Add These Titles To Your May 1st to May 15th Calendar

May 3	- Studer, C. - SKY STORMING YANKEE (Stackpole)	187
May 12	- Reilly, H. - CRIMEFILE NUMBER 2 (Morrow)	185
May 14	- Alfange, Dean - THE SUPREMEME COURT AND THE NATIONAL WILL (Doubleday, Doran)	180

BULLETIN FROM

Virginia Kirkus' Bookshop Service 439 East 51st Street

May 1, 1937

SUPPLEMENT ON SPORTING BOOKS

Edited by Gene Simmonds

HUNTING AND GUNNING

Aldin, Cecil — HUNTING SKETCHES — Scribner

Here is the notebook of the great Englishman, artist, sportsman and dog lover. It was the notebook of his most cherished and personal sketches which he refused to sell. When Edith Somerville of the famous firm of Somerville and Ross writes: "His book has gone straight to my heart and I must confess brought tears to my eyes ---. His drawings are almost incredibly good - I couldn't imagine anything better, so full of imagination and spirit and knowledge. I've never seen such lovely work" - we have a classic. It is a book like all of Aldin's which gives far more than pictures, hunts, hounds or horses, but it is quite indescribable. Through Aldin's death not only a great artist and sportsman was lost but a rare spirit destined for great renown. If something of that spirit can be preserved and spread abroad through the sale of his works, booksellers should be proud to suggest and promote them. $12.50

Babcock, Philip H. — FALLING LEAVES — Derrydale

* Unless you have known sportsmen well enough to have them come home and talk all night on their experiences; the shots that killed, and reasons (they never say excuses) they missed; about the cripple that got away; the dog that flushed, etc.; you'll have no idea of the appeal of this book, full as it is of just this happy sort of post mortem. If you can get across to them the fact that this is a book of gunroom gossip, there is, I can assure you, nothing that they love so well. Here they come back to compare notes, to swap stories and here you learn the shooting game. Here the author relives a life that has been full of sport, dogs, fur feathers and scales and the whole scene is re-enacted. It is a book that, in spite of this true story quality, has more to offer the young sportsman in an educational way than any of this ilk. Injected in a very natural manner there is information on dog training, shooting, guns and gunning. See that all your customers who collect Derrydales get a copy of this book. It will be valuable and I believe the first of another set. Anyone who has tried to get the first Gordon Grand or Nash Buckingham knows how important it is to get in on the ground floor. It is stunningly bound and illustrated by Aiden Ripley. 950 numbered copies - - - - - - $7.50

Blaine, Gilbert — FALCONRY — Scribner

(Sportsman Library - Volume XV)

This is a recent addition to the Sportsman's Library and is concerned with Falconry in the British Isles although different species from various countries are mentioned. Starting with the Eyrie, care and training of the Eyasses there are detailed accounts of various species, types of prey, a plea for Falconry, a chapter on operations, medical care, a glossary and much information that will interest sportsmen both in the history as well as the ancient sport itself. $2.00

Chalmers, Patrick HIGHLAND SPORT - FIELD SPORTS OF SCOTLAND Scribner
(Sportsman Library)

Scotland and her Highlands abound with sport and Patrick Chalmers knows the Highlands as well as he knows and loves her sports. The average traveller and sportsman thinks and reads and practises deer stalking, grouse shooting and salmon fishing in Scotland, but there is a wealth of sport besides these three fields. Here are birds many Americans have never heard of, sports that are a complete mystery. Do you know the Capercailzie, have you ever seen a Ptarmigan or been lucky enough to be out when a Ptarmigan drive was successful, have you ever shot blue hare or fished the lochs? Try these questions on your customers who like to read, travel and sport. The answers are all in the book. $2.00

Chalmers, Patrick THE HISTORY OF HUNTING Lippincott

Volume XXIII of the Lonsdale Library and still no let down in quality or quantity. Hunting and Patrick Chalmers are as natural to each other as Siamese Twins and no one could have done a better job. He has caught the flavor of the Chase. Hunting in the true sense of following hounds, is traced from ancient and medieval times to England, as colorful and inspiring a record as one could ask. Then there are stories and deliciously dry anecdotes, famous bits of verse, the loveliest of the sporting prints and painting, much on the care, treatment and breeding of hounds, old hunting notes and the sport brought down through the Tudors, Stuarts and Georges to Victorian days. For the followers of the Chase who engage actively in the fun or for those who prefer to enjoy the knowledge and thrill without moving from their armchair. A must for those who hunt. Watch it as you are building up toward what should be a good Fall business. $7.00

Purdy, T. D. S. & THE SHOT GUN Scribner
Purdy, Captain J. A.

I asked a well-known shot about Purdy this morning and without hesitation he said "he was the best in the world." Joe Manton even said "after me, Purdy does the best work." So who could be better equipped to write on the Shot Gun than members of this famous family. Books on firearms are hard to get and extremely expensive so a Purdy offering at $2.00 is news. The chapter on the Shotgun is a miracle of simplicity and information and is followed by equally illuminating descriptions of gun fitting, cartridges, powder shot, etc. The chapter on Shooting in the British Isles will be interesting if not applicable and sooner or later every sportsman hopes to get a shooting trip in Scotland. This is the kind of book that every boy should have when he starts shooting, for there is much in the etiquette and sport aside from the instructive side that will be valuable to him later on. The market also will include your trap and skeet enthusiasts. $2.00

Thomas, William Beach HUNTING ENGLAND Scribner
(English Countryside Series)

A completely enchanting book with sales possibilities galore. For the sportsman England-bound this Coronation summer, this will be a perfect release from too much pomp and parties. He may read the book on shipboard, plan a vacation trip to the famous hunting countries, he may dash to it for suggestions on a quiet day in the English countryside, or condemned to suffer through a Tourist summer he may secretly follow the chase with the famous packs as he is rushed from building to gallery from lake to shore, seeing and appreciating the landscape far more as he visualizes each dale filled with gay pink coats and hounds in full cry. Then there are those who though they do not actively engage in the sport would be tremendously

flattered to be considered sporting enough to enjoy it, where is the man or woman who hasn't longed to ride well and dreamed of looking superb in formal hunting attire? All this in case you think this book must wait until Fall for its lawful sale. It is ideal then, but it's a staunch year-arounder divided into two parts - the *general scene*, in which the Meet, its history, quarry, country and personnel are described and the *chief hunting grounds* in which the famous sections are delightfully described in stories and accounts of each hunt. Ten color plates, 120 illustrations. $3.00

BOATS AND BOATING

Atkin, William MOTOR BOATS Macmillan

Unblushingly the author admits he hopes to lure land lovers to sea, and he need not be ashamed. For he is right when he says it is the one place to find quiet, relaxation and adventure today, and his book of designs is as admirable as his intention. It is charmingly written, managing to provide good reading with sound advice on the choice of a boat, its specific design, men to build it and the how, where and what to do with it once it is acquired. Booksellers, anywhere that there is water be it only a small river or lake, will find a market for this book. Mr. Atkin urges the man considering a boat to decide first where he will use it, then to design the boat to meet the requirements of the locality. The book is full of designs and Mr. Atkin will supply blue prints of any of the boats included in the book at a nominal fee. You may get further information from him at Norwalk, Conn. or care of Macmillan. $3.00

Calahan, H. E. THE SHIP'S HUSBAND Macmillan

If you want to give your customers some real fun along with hard work suggest their buying a copy of this book and taking care of their own boat this summer. Every emergency is listed and the remedy. How to build, sew and struggle over each one is very simply and clearly explained so that tyro or adept could follow it and do a good job. Sell with other Calahan books; *Learning to Race, Sail & Cruise.* $2.50

Crosby, William F. AN INTRODUCTION TO BOAT-OWNING Knopf

This is a book that should be a joy to many amateurs. To those who are about to buy or build it gives excellent advice which will save time, money and the bitter disappointment of buying a plug. It gives architects fees, agents arrangements, suggestions as to type, locations for certain type boats, etc. Every possible question that might arise both before and after the purchase is carefully considered. The book is written in a thoroughly readable style and after the boat is bought Mr. Crosby goes on to tell what to do with it, where and how to keep it, how to care for it and even excellent cruise suggestions which not only give harbors, etc., but lay out the work for the crew so that it is equally divided. A valuable and badly needed book. $2.00

Gosnell, Lieut H. Allen BEFORE THE MAST IN THE CLIPPERS Derrydale

From an entirely different angle the early history of the clippers is presented. This time through the actual diaries of Charles Abbey, age fourteen, as he set sail in a famous clipper, thrilled, frightened, excited, suffering from *mal de mer*, he writes of his adventures, entries are made while events are fresh and clear thereby giving valuable information and original material that yachtsmen

will find exceedingly valuable. These entries are interspersed with chapters by Commander Gosnell who explains the life, seamanship, the actual records and his history of clippers, and gives the whole a note of authority and practical significance.
950 numbered copies - $15.00

Poor, Charles L.Ph.D. MEN AGAINST THE RULE - Derrydale
A HISTORY OF THE DEVELOPMENT OF YACHT DESIGN

Rules and how to break them. We think that and so have the yacht designers. They have to beat the rule or break it, and to many the latter is the lesser evil. Who can blame them if the "Old Mug" is at stake? It is a fascinating story that every yachtsman will want. A book everyone designing, selling or possessing a boat must have - up-to-date 1937. The illustrations are from models in the possession of the New York Yacht Club and the author has for years been a secretary of the Measurement Rule Committee of the New York Yacht Club so that the war between yacht designers and rule makers has been virtually fought in his lap.
950 numbered copies - $10.00

Villiers, Alan CRUISE OF THE CONRAD Scribner

See the February first review page 52 for general sale of this book; however Villiers ranks high with yachtsman and that ever increasing group of sportsmen who are practically living at sea, exploring, fishing. So put it in a prominent place in your sailing section. $3.75

FISHING

Gallaher, Wallace W. BLACK BASS LORE Putnam

"A sound, practical, and interesting book about Black Bass, and Black Bass fishing, written by an old angler who has had the benefit of thirty years of experience in the sport. The author quotes from personal contact with a rather limited geographical area, the middle west. The scarcity of illustrations will hurt the sale of the book. Fishermen like diagrams, photographs, and drawings which illustrate the point. The author writes from a somewhat old-fashioned point-of-view about angling, and what is more serious, talks mostly about fishing in the days when fishing was very, very good. *Black Bass Lore* cannot be called a contribution to bass-fishing literature because it does not contribute a single thought that an experienced bass fisherman doesn't know. It is, however, an excellent book for inexperienced anglers or for the general public."---C.C. $2.75

Gwynn, Stephen THE HAPPY FISHERMAN Scribner

* Although this book appeared in the winter this is the time of year your anglers are full of the kind of enthusiasm that makes them rash and reckless when it comes to spending money on fishing books. Here's one that fairly bubbles over with delight in the sport. Though it is written for the novice, anyone will enjoy it, for the author has told directly and simply of his experiences since a boy of catching trout with dry and wet-fly, and fishing for salmon. He ends with a chapter entitled "Taking a Rod with You" in which he as it all worked out so your whole fishing kit can be packed within reach so that you may angle a bit beneath every bridge. It is such an attractive book that it will be an admirable gift for a week-end host or hostess, a grand birthday, "bon voyage" or "hope you are better" offering. Different. $4.00

Schraukeisen, Ray - editor FISHING FOR SALMON AND TROUT Doubleday, Doran

A book on such a generally popular subject would naturally have a good sale, but when authors plus price are considered, it ought to strike for a big sale. Ordinarily a book by any of these experts would sell from $7.50 to $15.00. More and more men and women are realizing the relaxation and sport to be found, often nearby, in a few hours fishing. Anglers dot the banks of every stream, waders move stealthily through smooth waters, tying, buying and trading flies absorb much of their spare time, and with this increased interest has come an increased interest in books that tell simply about the various species. A bit about dry and wet fly-fishing and bait. Takes into account the different parts of the country so that no angler will be left out. Here's the book. $1.50

Schraukeisen, Ray FISHING FOR BASS, MUSKALONGE, PIKE AND PANFISHES Doubleday, Doran

Another book by Ray Schraukeisen dealing with the good old blackbass, the angler's standby to be found everywhere in this country, and common though it is here, nowhere else. The same simple descriptions are given, bait is considered and very helpful suggestions are made. Midday fishing, night-feeding, etc. Pike, Muskalonge and Panfishes are treated in a similar manner and the book is going to appeal to those who want expert knowledge at a very reasonable price. $1.50

Wise, Colonel Hugh D. TIGERS OF THE SEA Derrydale

I'm still inclined to feel that Colonel Wise may have his sharks and I'll take real tigers. (It may be due to a greater proficiency with a rifle than a line.) But there is a subtle fascination that grips you as you read. Men will eat it up, and women will enjoy it if they like excitement. Along with this Colonel Wise has filled the book with information; how to use sharks to provide sport when you can't get time, how to recognize and bait the shark. The various species with not a dull page in spite of the instruction. It is a first rater that with a bit of enthusiastic selling should go far once the news gets out; it will get started.

950 numbered copies - - - - $10.00

MISCELLANEOUS

Francis, Richard S. GOLF, ITS RULES AND DECISIONS Macmillan

* I approached this galley with much misgiving for it was long and very heavy and would be, I was sure, heavier still in content, but I was wrong. I read it in amazement and couldn't fail to see the author's point and plea for the Rule of Golf. In the light of fair play and sportsmanship he tells stories, gives examples, injects a bit of history such as the thirteen rules of St. Andrews drawn up in the 1700's of which nine are still in existence, and tells of the horrors committed in the name of Waiter Rules. Mr. Francis has what it takes and to spare, and its done with a sense of humor. Golfers will enjoy it. $3.00

Jones, Ernest & Brown, Innis SWINGING INTO GOLF Whittlesey House

If any book can teach the game of golf this is hard to beat. It is all based on one simple principle -swing the club *hard*. There is logic and sound teaching back of that principle; the great players are those naturally coordinated individuals whose movements flow through, strong and smooth. Display the book now when people are worried over their games; they forget over the winter how bad they are and are always appalled when they start out in the spring. The chapter headings

will intrigue them - show the book open at the Table of Contents in your window; call their attention to them inside the shop, - Accuracy, Rhythm, The Mental Side, Adding to the Confusion, etc. The authors are "naturals." Ernest Jones is professional at the Women's National Golf and Tennis Club on Long Island, and Innis Brown was Managing Editor of The American Golfer and a sports writer. Illustrated throughout with diagrams. $2.00

Dowst, Robert PROFIT ON HORSES Morrow

* Here's the book for the town where they have the races or inhabitants who play the horses. Anyway if your customers don't know they need it, sell it to them on the Morrow money-back guarantee plan. Dowst is the author of two other excellent books so his reputation makes it easy for racing fans to place him and believe you when you tell them he has a system which works. There are several simple rules for selection and eleven rules for no play, then a scale for betting. Read it yourself and sell it on the money-back basis. A window on it will bring more entertaining customers than you've had in years, their first trip to a bookshop in most cases. Along with your free amusement you'll be able to sell them, *Here's to Crime, Horses, Jockeys and Crooks, The American Race Horse.* The track followers are a strange breed. $3.00

Rodzianko, Paul Col. MODERN HORSEMANSHIP Scribner

* Anyone who is sought to train the Irish team for the International Show, who can win the King's cup (Olympia) three times should need no further introduction. The author of this excellent book has had expert training and has proven his skill as a teacher. For many years he studied in the Chevalier Guard's Regiment in Petrograd under "Jim" Fillis, the famous father of *Haute Ecole.* From there he went to Italy where Caprilli was perfecting his system, now popularly known as the Forward Seat and widely discussed both pros and cons. Thus he is able to see the value in both schools, to realize the wisdom in the forward seat for cross-country riding where the emphasis is placed on never interfering with the natural balance of the horse. In polo and *Haute Ecole* an artificial balance is needed and advised. The book is given over to the methods of these two geniuses and will be particularly welcome for three reasons: (1) It is $5.00 where all similar books are ten dollars, e.g. Santini, Littauer, and Chamberlain; (2) these books are limited editions and practically out of print; and (3) it is not blindly partisan. A sane evaluation full of the principles for good horsemanship. For novice, expert or instructor it will be hard to find a better book. Fully illustrated. $5.00

Barbasetti, Lingi THE ART OF THE SABRE AND EPEE Dutton

Just ahead of the Badminton craze, fencing swept the schools and colleges. The sport's popularity has held and is increasing at such a rate that a book by one of the greatest masters as simply and concisely written as this, will be well received. In a former book Barbasetti wrote on the art of the foil. Here he adds the sabre, showing the difference in technique that must accompany the successful handling of both sabre and epee. The sale will at first be by suggestion and display, then as the news spreads customers will call for it. See if your local schools and colleges go in for fencing, if they do, notify them. $3.75

DeGouy THE DERRYDALE COOK-BOOK OF FISH AND GAME Derrydale

This may seem a queer idea at first and an expensive one but go over the books, balance the time, effort and expense of a hunting, shooting or fishing trip to capture the prize, with the little the average cook knows about cooking it, how the sportsman's return is eagerly awaited, and how much enthusiasm and warmth of his

reception depends on his bag. Consider these, read the sauces and punch recipes, and you will be so completely sold on the idea and the value received that you'll sell a copy to practically everyone you know. Another book with a wide market. Collecting cook-books is a hobby pursued by men as well as women. Here's an item they'll enjoy as long as they eat. DeGouy is a famous authority, yet the ingredients are available, the directions simple. 1250 numbered sets - - - $15.00

Bayliss, Marguerite F. BOLINVAR Derrydale

* It is like *Anthony Adverse* with a very great difference, that there isn't an extraneous paragraph. The second volume leaves you reaching for a third. Every Virginia family is going to claim it for its own. Fact and fiction are so cleverly mingled and the stories so vividly told I doubt whether the author could swear to them. She knows how to paint people, horses, hounds, America and Europe, each scene perfection, each character alive, each era portrayed in minute detail. It's too good a tale to spoil by telling. No one will believe there were coal black foxhounds, or that they chased the fox from Virginia to Jersey, if you or I tell them; but Miss Bayliss could tell them anything. She has the gift and what is even better, is an authority on breeding, so you can breathe easily. Sportsmen will approve while anyone who likes a grand novel will delight in it. Branch out on this and enlarge your list of Derrydale collectors. This is perfect initiation bait. Ball's illustrations are exactly the type, as is the binding in hunter's pink. 950 numbered sets, 2 vol. Boxed $15.00

Scott, Peter MORNING FLIGHT Scribner

Just before Christmas 1935 Scribner received a book on English Water Fowl $25.00 - by an unknown artist. The books, bought unseen, went like butter on hot-cakes - re-orders were cancelled, the book was out of print! Peter Scott, the young author, writes and illustrates this book. The pictures are unbelievably lovely. Ducks and geese of all species, mallards, pintails, greylags, teal, brant, geese, pinkfeet and many more. The text is as refreshing and human as only a young Britisher's writing can be when he possesses, in happy mixture, a deep interest in and love of wild fowl and sport. There are stories of shooting expeditions full of the breathless excitement that fills the blind as a great skein darkens the sky - matched by delightfully touching and humorous stories of birds Scott has tamed and grown to know. Any sportsman or ornithologist will enjoy "Egbert, who was different - I'd grown so very fond of him" and "Florence, the incorrigible mother." This book has a wide market and will well repay the bookseller who takes the trouble to push it a bit. For good reading, good art, good sport, a good gift, good English outdoor life keep it as a "staple." People who have it will be back for more and send customers in for it.

$10.00 Edition

Spiller, Burton L. FIRELIGHT Derrydale

* It's a third book, and it shows that Mr. Spiller's store of swell stories is inexhaustible. In quality it is unbeatable. Again he switches the keys of the emotions from gales to tears so easily and quickly that you are taken right out of yourself, lost in the open country of New England. It's golf, it's bear, it's grouse, and it's always good reading, writing and entertainment. *Grouse Feathers* is selling at a high premium, *Thoroughbred* is almost "O.D". so be sure people who are collecting the set are supplied. If you put a hole in their Spiller Set they'll never forgive you. Lynn Bogue Hunt has done inimitable illustrations for it while the medallion on the front by Dr. Burke is the enchanting woodcock from *Feathered Game*. 950 numbered copies - - $10.00

Stephens, Martin NOVICE'S LUCK Scribner

Here's the book every bookseller has longed for at one time or another, when asked for "a book for a man", "a sportsman", "a business man with no hobbies", etc. For any such man and many women this will fill the bill. Louis is just a stockbroker, a bit of a joke, who, left a fortune, sets out to try the world of sport, a world which takes him around the globe from his first chase with the Melton Mowbray to boar hunts, pig-sticking, polo, and angling. There is scarcely a sport he doesn't try, not in the heroic fashion of the novice who dashed in on the old grey mare and wins the National or the Derby or the Preakness. He has his troubles and his spills and the reader has plenty of fun at his expense, but Louis is a "good fellah" and before long it's a case of laughing with him and thoroughly enjoying all his games. Perfect for bon voyage baskets, hospital or host gifts. $3.75

SPECIAL NOTE

The plus sale opportunity offered by sporting books is more tangible in its returns than in almost any other field - with the possible exception of rare books, where a highly specialized knowledge is required. Sporting books appeal to a virtually untouched market, men whose reading interests are limited to these special fields. Building such a list should be done through personal contact, keeping careful note of special interests, and notifying the customers when books in their field come in. Frequently, such customers will repay many times over sending out volumes on approval. Plan occasional special features in cooperation with a local sporting goods store or department. Borrow pictures for exhibition. Get your customers conscious of the fact that you have a department of sporting books and wives will pass the information on to sporting husbands who never buy a book in the ordinary run. Get the collecting bug into their heads. Tell them the story of the Gordon Grand books and their phenomenal rise in value. Of other possible openings, such as the Spiller collectors who are fairly new at the game. The books are expensive - limited - highly specialized in interest. And the market is worth careful and deliberate cultivation. You might try a test mailing, to picked customers - sounding out their interests with a careful selection of books. Then - go to it. More power to you.